

Chapter 6: Action Plan Matrix

Introduction

The Scope of Work directed JLA to develop recommendations that address Neighborhood Services' programmatic framework and staff resources that in turn, could better support the goals and objectives of the Neighborhood Empowerment Initiative. Eugene City Council announced this Initiative at its annual retreat in April 2005. Most recently, Council revised and approved its Neighborhood Empowerment Action Plan in April 2007. The Neighborhood Empowerment Initiative is an ongoing interdepartmental effort by the City of Eugene. Most of the resources related to this Plan are directed by Neighborhood Services.

The focus of the Neighborhood Empowerment Action Plan is to create and sustain *Strong Neighborhoods*, with an emphasis on building partnerships motivated to collaboratively problem-solve and develop solutions that benefit a broad representation of the community.

In the "Council Goal: Neighborhood Empowerment Action Plan" document dated May 30, 2007, the Strategic Outcome for *Strong Neighborhoods* is:

The broader community outcomes of the plan are to increase public involvement and engagement processes related to neighborhoods and improve the quality of life on a neighborhood basis.

The following matrix lists Action Plan items addressed by each of the Report's recommendations detailed in chapter five. JLA has also provided a suggested phased timeline and staff lead for implementing each recommendation. The intent is to provide Neighborhood Services with a flexible framework that can be implemented in phases over time as reporting structure, staffing and roles fall into place and operations become more efficient and streamlined. Priorities are listed in ranking order from Priority Level one to Priority Level three.

Priority Level 1 - Implemented within 6 months

*Some efforts are underway as of January 2009

Priority Level 2 – 6 months to 1 year

Priority Level 3 – 1 year to 2 years

Although City's scope of work for this report did not address all of the Neighborhood Empowerment Initiative goals, there are several tasks within the Action Plan that will need further analysis and coordinated community outreach as described in Chapter 5.

These items were not directly addressed as there was no direct correlation between these goals and the effectiveness of Neighborhood Services. Action Plan items not addressed as part of this assessment process are:

- #12 Increase Density in Neighborhoods Thoughtfully
- #13 Preserve Residential Zoning
- #16 Make Parks Safer
- #18 Ensure Safe Routes for Walkers

For reference, Neighborhood Empowerment Initiatives Action Plan items are listed below:

1. Public Involvement Participants Should Reflect Our Whole Community
2. Public Involvement Tools Should Engage More People
3. Improve Public Involvement Processes
4. Implement Neighborhood Matching Grants
5. Support Neighborhood Associations in Problem-Solving
6. Increase Communications From Neighborhood Associations
7. Hold Annual Forums For Neighborhood Associations and Elected Officials
8. Affirm Council Policy on Neighborhood Associations – the NORP
9. Divide the Huge Neighborhood Associations Into Smaller Ones
10. Define Neighborhood Associations' Role in Community Policing
11. Involve Neighborhood Associations Earlier in Land Use Proposals
12. Increase Density in Existing Neighborhoods Thoughtfully
13. Preserve Residential Zoning
14. Set Service Priorities By Neighborhood
15. Neighborhood Priorities Guide Service and Funding Decisions
16. Make Parks Safer
17. Promote Neighborhood Identity
18. Ensure Safe Routes for Walkers
19. Design Streets To Meet Both Transportation and Neighborhood Needs
20. Emphasize Customer Service Skills in City Staff Training

NEI Action Plan Item(s)	Recommendation	Priority	Lead
<ul style="list-style-type: none"> Public Involvement Participants Should Reflect Our Whole community Public Involvement Tools Should Engage More People Improve Public Involvement Processes 	<p>RECOMMENDATION 1: Re-evaluate and enhance the City's Existing Values and Operating Principles to Improve Public Involvement Processes</p> <p>RECOMMENDATION 2: Update Neighborhood Services' Mission and Role</p>	<p>Priority Level 2</p> <p>Priority Level 2</p>	<p>City Manager, NS Manager/Division Manager</p> <p>NS Manager/Division Manager</p>
<ul style="list-style-type: none"> Public Involvement Participants Should Reflect Our Whole Community Public Involvement Tools Should Engage More People Improve Public Involvement Processes 	<p>RECOMMENDATION 3: Move Neighborhood Services to the City Manager's Office</p>	<p>Priority Level 1</p>	<p>City Manager</p>
<ul style="list-style-type: none"> Public Involvement Participants Should Reflect Our Whole Community Public Involvement Tools Should Engage More People Improve Public Involvement Processes 	<p>RECOMMENDATION 4: Establish a three-pronged approach to community organizing</p>	<p>Priority Level 2</p>	<p>NS Manager/Division Manager</p>
<ul style="list-style-type: none"> Public Involvement Participants Should Reflect Our Whole Community Public Involvement Tools Should Engage More People Improve Public Involvement Processes 	<p>RECOMMENDATION 5: Develop a new name for Neighborhood Services</p>	<p>Priority Level 2</p>	<p>NS Manager/Division Manger/City Manager</p>
<ul style="list-style-type: none"> Improve Public Involvement Processes Support Neighborhood Associations in Problem-Solving Involve Neighborhood Associations Earlier in Land Use Proposals Set Service Priorities By Neighborhood Neighborhood Priorities Guide Service and Funding Decisions Emphasize Customer Service Skills in City Staff Training 	<p>RECOMMENDATION 6: Establish a Neighborhood Liaison Program</p>	<p>Priority Level 2</p>	<p>NS Manager/City Manager</p>

NEI Action Plan Item(s)	Recommendation	Priority	Lead
<ul style="list-style-type: none"> Public Involvement Tools Should Engage More People Improve Public Involvement Processes Implement Neighborhood Matching Grants Support Neighborhood Associations in Problem-Solving Increase Communications From Neighborhood Associations Involve Neighborhood Associations Earlier in Land Use Proposals 	<p>RECOMMENDATION 7: Increase neighborhood association training opportunities</p>	Priority Level 3	NS Manager with support from NS Assistant for coordination and communication
<ul style="list-style-type: none"> Implement Neighborhood Matching Grants 	<p>RECOMMENDATION 8: Continue Neighborhood Matching Grant Program</p>	Priority Level 1	NS Planner/City Manager
<ul style="list-style-type: none"> Increase Density in Existing Neighborhoods Thoughtfully Preserve Residential Zoning Set Service Priorities By Neighborhood Neighborhood Priorities Guide Service and Funding Decisions Make Parks Safer Promote Neighborhood Identity Ensure Safe Routes for Walkers Design Streets To Meet Both Transportation and Neighborhood Needs 	<p>RECOMMENDATION 9: Implement Neighborhood-Based Planning</p>	Priority Level 1	Metro Planning Manager, NS Planner
<ul style="list-style-type: none"> Improve Public Involvement Processes Support Neighborhood Associations in Problem-Solving Increase Communications From Neighborhood Associations Affirm Council Policy on Neighborhood Associations – the NORP 	<p>RECOMMENDATION 10: Formally Recognize the Neighborhood Leaders Council (NLC)</p>	Priority Level 3	NS Manager
<ul style="list-style-type: none"> Public Involvement Participants Should Reflect Our Whole Community Public Involvement Tools Should Engage More People Support Neighborhoods Associations in Problem-Solving Promote Neighborhood Identity 	<p>RECOMMENDATION 11: Establish a Community Partnership Program</p>	Priority Level 2	NS Planner

NEI Action Plan Item(s)	Recommendation	Priority	Lead
<ul style="list-style-type: none"> Define Neighborhood Associations' roles in Community Policing Make Parks Safer Ensure Safe Routes for Walkers 	<p>RECOMMENDATION 12: Expand Crime Prevention and Public Safety Programs</p>	Priority Level 3	NS Planner
<ul style="list-style-type: none"> Public Involvement Tools Should Engage More People Hold Annual Forums for Neighborhood Associations and Elected Officials 	<p>RECOMMENDATION 13: Expand Volunteer Coordination and Recognition Efforts</p>	Priority Level 3	NS Assistant with guidance from NS Manager
<ul style="list-style-type: none"> Public Involvement Tools Should Engage More People Improve Public Involvement Processes Support Neighborhood Associations in Problem-Solving 	<p>RECOMMENDATION 14: Shift Public Service Officer to Neighborhood Services</p>	Priority Level 2	City Manager
<ul style="list-style-type: none"> Public Involvement Participants Should Reflect Our Whole community Public Involvement Tools Should Engage More People Improve Public Involvement Processes 	<p>RECOMMENDATION 15: Assign Environmental Justice Issues to Human Rights</p>	Priority Level 2	City Manager
<ul style="list-style-type: none"> Public Involvement Participants Should Reflect Our Whole community Public Involvement Tools Should Engage More People Improve Public Involvement Processes 	<p>RECOMMENDATION 16: Coordinate Minority Outreach with the Diversity Office</p>	Priority Level 2	City Manager
<ul style="list-style-type: none"> Public Involvement Tools Should Engage More People Increase Communications from Neighborhood Associations Hold Annual Forums for Neighborhood Associations and Elected Officials 	<p>RECOMMENDATION 17: Partner with Neighborhood Associations to Host Online Surveys</p>	Priority Level 3	NS Assistant with guidance from NS Manager
<ul style="list-style-type: none"> Public Involvement Participants Should Reflect Our Whole community Public Involvement Tools Should Engage More People Increase Communications from Neighborhood Associations Hold Annual Forums for Neighborhood Associations and Elected Officials Promote Neighborhood Identity 	<p>RECOMMENDATION 18: Sponsor Volunteer Activities and Family-Friendly Events</p>	Priority Level 3	NS Assistant with guidance from PSO

NEI Action Plan Item(s)	Recommendation	Priority	Lead
<ul style="list-style-type: none"> Public Involvement Tools Should Engage More People Improve Public Involvement Processes Increase Communications from Neighborhood Associations 	<p>RECOMMENDATION 19: Streamline Production and Distribution of Neighborhood Newsletters</p>	Priority Level 2	NS Assistant with guidance from PSO
<ul style="list-style-type: none"> Public Involvement Tools Should Engage More People Improve Public Involvement Processes Increase Communications from Neighborhood Associations 	<p>RECOMMENDATION 20: Improve City's Website and Increase Accessibility</p>	Priority Level 2	NS Assistant with guidance from PSO and collaboration with Community Relations
<ul style="list-style-type: none"> Public Involvement Tools Should Engage More People Improve Public Involvement Processes Increase Communications from Neighborhood Associations 	<p>RECOMMENDATION 21: Enhance and expand City's online Community Calendar</p>	Priority Level 3	NS Assistant with guidance from PSO
<ul style="list-style-type: none"> Increase Communications from Neighborhood Associations Increase Customer Service Skills in City Staff Training 	<p>RECOMMENDATION 22: Expand Outreach with Local Media</p>	Priority Level 3	NS Assistant with guidance from PSO and collaboration with Community Relations
<ul style="list-style-type: none"> Affirm Council Policy on Neighborhood Associations – the NORP 	<p>RECOMMENDATION 23: Review and consider NORP</p>	Priority Level 2	NS with guidance from City manager/Council and collaboration with Neighborhood Associations.
<ul style="list-style-type: none"> Divide the Huge Neighborhood Associations Into Smaller Ones 	<p>RECOMMENDATION 24: Review and consider City policy on Neighborhood Size</p>	Priority Level 3	NS with guidance from City Manager/City Council and collaboration with Neighborhood Associations.